

MORE TALK OF NEW AGENCIES; NEW FRANKLINS DUE MONDAY

Air-Cooled Car Has Several Changes—New Mitchell Five-Passenger Roadster Arrives—Silversparre Gets 20,000 Miles From Casing—Ameston Due Next Week—Light Car Demand Exceeds the Supply.

MORE talk of a change in an important agency has been current on gasoline row during the past week and it is likely that an announcement will be made within the next few days.

Business conditions generally continue to be good with the automobile dealers. There is a scarcity of cars with some of the dealers but those who have cars to make immediate delivery are doing an excellent business.

The new Franklin series nine demonstrated should be here on Sunday and the Franklin Motor Car company announces that the new model will be on display by Tuesday at the latest. There are some important changes in the lines of this model, the hood being higher and giving more of a streamline effect to the body. Mechanically, there are few changes but the engine has been made some minor improvements on the power plant. The Franklin has always set a high standard in upholstery and general finish and manager J. J. Frost states that the new model will be more than five up to the high standard of the series eight. There are some added refinements in the body and Mr. Frost believes that the car will be a real sensation here, as it has been in the east. Increased use of aluminum has further reduced the weight of the car.

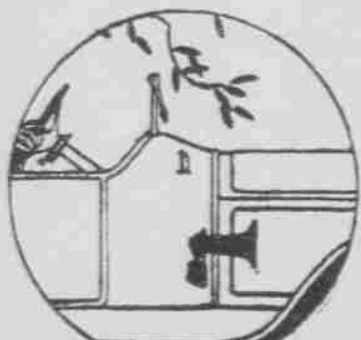
Few Franklins for Delivery.
Orders for the new Franklins have been on file ever since the new model was announced and Mr. Frost will be able to relieve the pressing demands of the first few purchasers who placed their orders without seeing the car.

The Boss Rubber company has started what manager Zack Silver-square calls a "ridiculous sale." The Boss purchased the bankrupt stock of the El Paso Rubber company months ago and Mr. Silver-square has decided to get rid of the odds and ends of this purchase, together with an accumulation of various makes of tires taken off new cars and traded in on Kelly-Springfield and Hartford by owners who preferred those makes to the standard factory equipment.

Tire Goes 20,000 Miles.
Mr. Silver-square took off a Kelly-Springfield casing from his White this week, after using the casing almost continuously for three years. The rubber tread and five layers of fabric had been worn through and while no record of mileage was kept, the experts estimated that the tire had run at least 20,000 miles of service.

H. L. Williams, general sales manager of the Quick Tire Service, spent a couple of days here this week and left on Friday for Columbus with the local manager, B. C. Booth, to look after the army business in U. S. stores at the New Mexico base. Mr. Booth was in Columbus last week and found that over 500 trucks in the army service now use a complete U. S. equipment and that the solids are standing the wear and tear of the Mexican trail in an excellent manner.

Marker & Yonge Expand.
Marker & Yonge have enlarged their accessory department and are also building a big shop, 25 by 75 feet, at the rear of the present shop, which is to be converted into a Ford service station. The business of this concern has grown by leaps and bounds in the past few months and the increased room has become a necessity. The Ameston demonstrator, which has been delayed in shipment, has been located.



This is how it looks. To know what it does, ride in a car that has one. Ride in the country. See how it is heard half a mile or more ahead. Ride in the city. See how it gets instant attention and action always.

There is a
KLAXON
for every kind and size of car

KLAXON \$10
U. H. KLAXON . . \$11
U. H. KLAXET . . \$6
HAND KLAXONET . \$4

Klaxons are made only by the Lovell-McConnell Mfg. Co., Newark, N. J. Like all standard articles they are widely imitated. To be sure, find the Klaxon name-plate.

700,000 are in use.

Western
Motor Supply Co.

Distributors.
318 San Francisco St.
Phone 528

Kelly--The Touring Pest



We moved here to make a decent window display. However, we are getting our shipments more regularly now and hope to be able to have a real display of vehicles in the new showroom very soon.

The demand for Velle trucks keeps up and one local contracting firm placed an order for five three and a half ton models while a local wholesale firm placed its order for a two ton truck. Another firm, George E. Sherman, factory representative of the Maxwell, was in the city early in the week but departed for Columbus with the local manager, who has found business brisk there. They have found business brisk there is evident from the fact that they have wired back for two carloads of Maxwell to be shipped to Columbus at once. Messrs. Sherman and Buquor will visit the various Maxwell subsidiaries in New Mexico before returning to El Paso.

More Maxwells Due.
The Buquor Motor company expects three more carloads of Maxwells to arrive on Tuesday but orders for most of them have already been booked. The demand for Dodge cars continues and the Lone Star Motor company reports that a few cars were received this week and that deliveries have started in the order that the buyers made their deposits. The Lone Star is also having a brisk demand for Smith Form-A-Trucks but is sold out at present.

Holiday for Senden.
G. H. Senden, of the Western Motor Supply company, starts for Des Moines on Monday to spend a month's vacation with his parents. He declares that for a solid month he isn't going to mention Klaxons, Veddies, Portage tires or Leak-Proofs.

The wife of Henry Diers, of the

NEW FORDS HERE FOR DEMONSTRATORS

A single carload of the new Ford models arrived this week and will be used as demonstrators. The factory has promised that several carloads will leave Detroit next week for El Paso and these will enable the Tri-State Motor company to deliver a few of the many orders that are now on hand.

The crown fenders and streamline body have effected a wonderful improvement in the appearance of the Ford and in looks, at least, it hardly resembles the old model.

Henry Ford also appears to have played a cruel joke on the many factories building special Ford parts and accessories and a great many of the starters and other accessories, built for the 1916 models, cannot be used on the 1917 cars.

Western Motor Supply company, who underwent a serious operation at a local hospital, Thursday, was reported to be improving nicely on Friday afternoon.

John Cummings is in the territory for the International Auto company in the interest of the Chevrolet and the business now being sent in from New Mexico towns is evidence of the growing popularity of the sturdy little Chevrolet in the rural districts.

NEW PLANT FOR MARION.
Jackson, Mich., Sept. 16.—A flurry in the local real estate market was caused by the registering of the transfer of the big quarter-million dollar plant owned by the Imperial Automobile company, to the Mutual Motors company. This is one of the largest industrial plants in the city and while it has been occupied for the last year and a half under lease by the Mutual Motors company, speculation has been keen as to who would secure the large, modern and thoroughly equipped plant.

Good progress is being made in the repairs to the Cactus Motor company's building and it will be ready for re-occupancy in a couple of weeks.

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What Is Difference Between a "Capitol" And a "Capital"?

When is a "capital" a "capitol"? Never, say the orthographers of the Hupp Motor Car corporation. If you doubt their knowledge, Noah Webster's immortal compilation awaits your careful scrutiny.

The question arose when it became necessary to letter the slogan of the "United America tour" on the side of a Huppmobile, which J. Walter Drake, Hupp president, had given to the cause of nation-wide good roads.

The slogan is "All States, All Capitals—One Flag, One Nation." Every one but the fellow responsible for the lettering said "capitol"; and the majority nearly all had its way. But a surreptitious peek into an unabridged dictionary revealed the difference between "capital" and "capitol." You'll always remember it if you look it up.

MAKES LONG TRIP OVER MUDDY ROAD

R. M. Ramming, manager of the El Paso Buick company, has returned from Wichita Falls with his family and will make his home in this city. Walter Drake, Mr. Ramming went to Denver with Tom Lester, the Buick factory representative, and they were joined by Mrs. Ramming and Mrs. Lester in the "mile high" city.

Driving a Buick "six," Mr. Ramming made the trip from Denver to Wichita Falls, with three passengers, beside himself, in two and a half days. All the driving was in daylight and the estimated actual traveling time for the 570 miles was 21 hours.

As the Buick had to contend with muddy roads all the way from Amarillo to Wichita Falls, the time was remarkably good. In several places, Mr. Ramming had to tow out more unfortunate motorists who were stuck in the mud.

Tenement collections see Lee Newman.

STOCK CAR RACE ACROSS DESERT

**Arizona Fair Proposes a
New Contest to Phoenix
From Los Angeles.**

Los Angeles, Calif., Sept. 16.—As a substitute for the famous Los Angeles to Phoenix desert classic, a stock touring car race with Los Angeles dealers as the competitors has been proposed by representatives of the Arizona State Fair association.

The sentiment of the local dealers now is being procured, according to James L. Irving, a local dealer, who is among those consulted.

The Arizona promoters are endeavoring to eliminate professional racing cars and drivers in the contemplated contest. Nothing has been said as to the probable route, whether it would be via San Diego or over the Old Trails road from San Bernardino via Needles, Kingman and Prescott. The stipulation is made that stock cars be used and it is proposed to have the rules of the A. A. governing such contests and designating what constitutes a stock car prevail.

A substantial silver trophy will be one of the awards. It is suggested there might be a driver's pool of \$1000 raised and divided three ways among proposition express the hope of setting at least ten cars entered. The fact none would be cars of the commonly accepted racing type would serve to create an immense amount of interest.

The proposition appears to be in only the tentative stages at this time.

Accessories For YOUR FORD

We have enlarged our accessory department and can supply you with Ford tires, Ford bumpers, pumps, tools, jacks, and, in fact, everything you need. We also have special Ford lubricants.

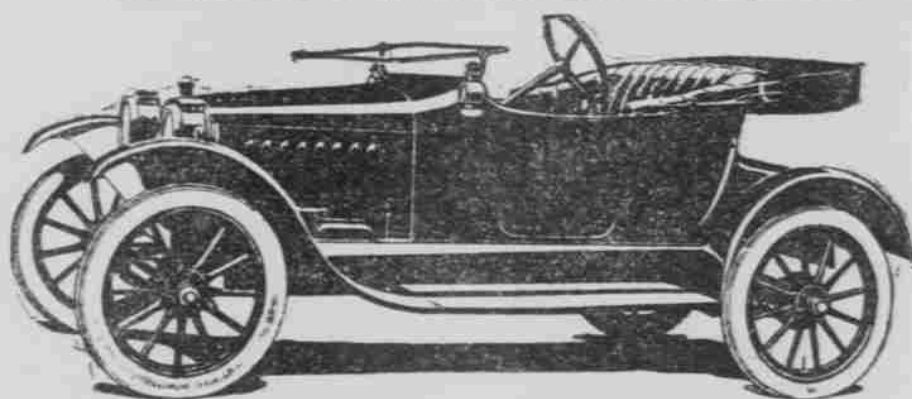
THE AMESTON IS COMING
WATCH FOR IT!

Marker & Yonge

"The Ford Specialists"

Phone 2278. 620-622 Texas St.

SAXON ROADSTER



Not merely a fine car
but the best car in its class

If you are going to buy a roadster and want to pay about \$400 you ought to buy a Saxon Roadster.

For you might as well have the best car you can get for that money instead of the second best.

You'll take a good deal of pride and pleasure in knowing you made a wiser decision than your neighbor who bought some other car.

But the real reason, of course, for choosing Saxon Roadster is simply that it's better value. It gives you more for your money.

It has a better motor, more high priced features, and is a more completely equipped car than any other of like price.

Fact is Saxon Roadster rivals most cars \$300 or \$400 higher in price. That's how good a car it is.

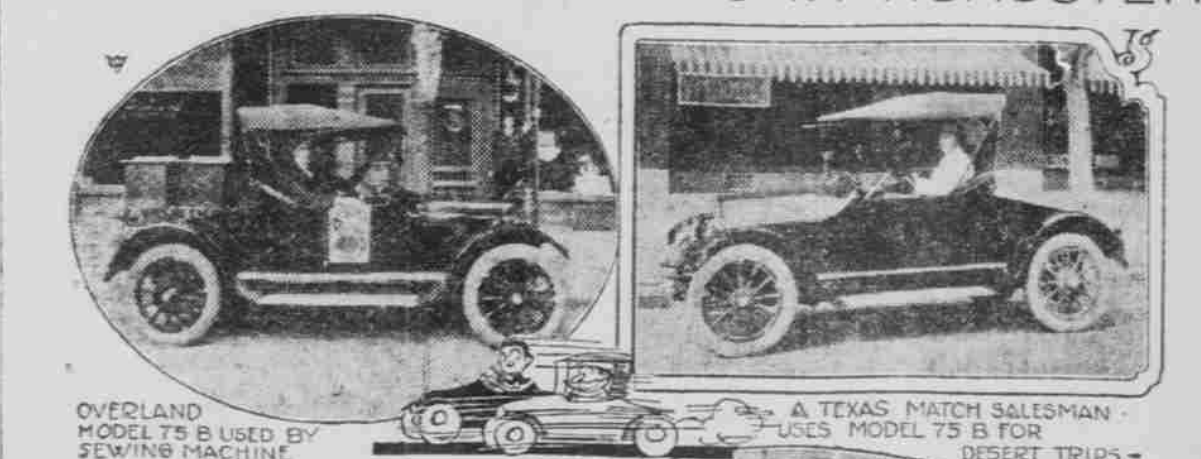
For instance, take the motor. It will develop as much or more speed and power as do these costlier cars. And it's just as full of "pick-up pep."

And Saxon Roadster has Timken axles. You can't buy better for better aren't made. And it has the Hyatt Quen bearings. They are an expensive car feature. By the way, Saxon Roadster has a 3-speed transmission. It is the only car at \$400 or less with one.

But a better plan than this long distance talk is for you to come in and meet Saxon Roadster face to face. It sells for \$395 f. o. b. Detroit.

There are many more interesting things to be said about Saxon Roadster that we'd like you to get first hand from the car.

TIRE SALESMEN COVER 170,337 MILES IN 30 DAYS IN ROADSTER



OVERLAND MODEL 75 B USED BY SEWING MACHINE SALESMAN—

THE light Overland roadster is daily becoming more and more popular with traveling salesmen all over the country. It enables them to cover their territory with greater speed and efficiency and is a great help to flattening their pay envelopes," says F. M. Dannel, of the El Paso Overland Auto Co.

A big tire company has about 275 Overland cars in use, among its salesmen in which are included a number of 75 B roadsters. That it has found this means of travel far superior to that of the railroad transportation can readily be seen from the fact that scarcely a month passes in which additional cars are not secured by this establishment.

They have been traveling the majority of our men in Overland cars now for over a year," recently wrote one of the officials of this company, and we are firmly convinced that this is the only way that a salesman can adequately and thoroughly cover his territory.

"At the beginning we naturally experienced a little trouble and a little extra expense, due to the inexperience of many of our men in handling cars. But this soon worked itself out and all of our cars all over the country are being operated at less expense than railroad travel. I do not mean by this that they actually cost less per mile than railroad mileage, but our experience has been that our men can



SPORTING GOODS SALESMEN RELY ON THE ROADSTER—

cover at least three times the territory in a car that they can by railroad. They can spend all the time that is necessary in a town and not be bound by railroad schedules, thereby seeing all their trade. Furthermore, they can make towns that we never could make before because of inadequate facilities.

"According to our records our entire string of cars, from the Atlantic to the Pacific, covered 170,337 miles in 30 days, at an average cost of 86¢ per mile. This covered depreciation of 75 per cent the first year, all cost of operation, repairs, new tires and the cost of insurance. This figure too is unusually high, and we expect to

beat this during the months when the roads are in excellent shape and better mileage is possible.

"Last season we depended chiefly on the model 75 roadster, but this year we are using the Overland model 75 B largely, and have found that it is largely of road conditions. In all parts of the country, this car has given us unexcelled service."

The example of this tire company is being followed by a large number of firms in other lines of business, as is shown by the accompanying photos of salesmen of sewing machines, sporting goods and matches in their Overland roadsters.

El Paso Auto Sales Co.

Phone 6666

Southwestern Distributors.

114-116 North Kansas St.